



Startup Name: **KININ**

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Overview:

KININ transforms workplace safety with innovative software that monitors worker posture in real-time, preventing injuries and enhancing productivity. Our solution ensures healthier and more sustainable work environments, making employee well-being a priority for businesses.

Co-Founders, Management:

CEO

Gonzalo Ortega D.

CTO

Sergio Fernández

COO

Leonella Ricciardi R.

Category: Healthtech

Year Founded: (2013)

Accelerator: (Aster 2023,
Incuba UC 2024)

Number of Employees: (18)

Funding to Date: (US \$15K)

Funding Stage: (pre-seed)

Use of Funds: (Salaries and
working capital)

Problem:

Workplace injuries due to poor ergonomics are a major issue, leading to decreased productivity and increased healthcare costs. Millions of workers globally, especially in industries with repetitive tasks or prolonged sitting/standing, are affected. Employers struggle to monitor and improve worker posture effectively, resulting in a high incidence of musculoskeletal disorders and associated costs.

Our target audience includes businesses seeking to enhance employee well-being, reduce injury-related costs, and comply with health and safety regulations.

Solution:

We have developed a solution that revolutionizes accident prevention at work. A proprietary software that analyzes the posture and movements of workers in real time, using images captured by smartphones. Despite the technological complexity, KININ has managed to simplify the user experience, providing practical recommendations to improve occupational safety and health. Its preventive approach and vision for expansion make it a valuable option for companies and workers.

Business Model:

B2B: KININ collaborates directly with companies and organizations. By offering its innovative software solution and customized services, it aims to improve workplace safety and prevent accidents in various industries.

Target Market & Size:

TAM = USD 300.000B

SAM = USD 45B

SOM = 750M

Target customer: mining, productive, manufacturing and construction companies.

Technology Status:

TRL 7 – Initial operational deployment: KININ has demonstrated its solution in a limited operational environment, evaluating it at prototype scale in real conditions.

We are currently in the process of generating the patent and intellectual property of the software.

Competition:

KININ stands out as a pioneer in the prevention of occupational risks in Chile. Although there are other companies that advise on risk prevention issues, none of them use a real-time evaluation system like KININ's. Additionally, in Brazil and Spain there is software that performs job evaluations, but none with the ease and effectiveness of the KININ solution. Its advanced technology, preventative approach and ability to monitor workers' postures and movements in real time set it apart significantly.

Management:

Gonzalo Ortega D. (CEO): Kinesiologist and Business Engineer with an MBA in Health and a Master in Artificial Intelligence. With more than 20 years of professional experience, he has led health projects in various companies.

Leonella Ricciardi R. (COO): Risk Prevention Engineer, with more than 15 years of experience in productive companies in various sectors and mutual societies. Her specialized knowledge of workplace safety is critical to KININ's success.

Sergio Fernández (CTO): Computer scientist with more than 20 years of experience in projects related to mining and other industries. His technical leadership and strategic vision are key to the development and implementation of KININ software.

In addition, the team has another 15 professionals who worked throughout Chile, contributing to the growth and expansion of the company. As advisors, they have **Héctor Aravena** from Quintil Valley and **Nicolás Gallardo** from Kalpa, who provide valuable knowledge and experience in the business and technological field.

Keys to Success:

Our marketing strategy will focus on positioning KININ as a leader in occupational health and ergonomics solutions through digital campaigns, participation in industry conferences and collaboration with opinion leaders in the sector. We seek to create strategic alliances with technology and health companies, as well as with universities and research institutes to strengthen our technological development and adoption.

Necessary resources:

Financing: To scale our operations and expand internationally, especially in the US market.

Partnerships: Collaborations with academic institutions and companies in Massachusetts for research and development, as well as with occupational health and safety companies.

Materials: Advanced technological infrastructure and data analysis tools to improve our software.

Timeline and important milestones:

Year 1:

Product strengthening and continuous improvement based on user feedback.

First strategic alliances with universities and local companies in Chile.

Preparation for entry into the US market.

Year 2:

Entry into the Massachusetts market through the ChileMass program.

Establishment of an office in the United States.

First customers in the US market.

Year 3:

Expansion to other states in the US

Development of specific versions of the software for different industries.

Participation in conferences and industry events in the US.

Year 4:

Expansion of our customer base nationwide in the US.

Strengthening our alliances and collaborations in research and development.

Start of operations in other key international markets (such as Canada and Europe).

Year 5:

Consolidation as a world leader in occupational health and ergonomics solutions.

Development of new products and services based on emerging market needs.

Evaluation and planning of new global expansion opportunities.

Financial Highlights:

5-Year Earnings Projection:

- Year 1: USD\$200,000 in revenue, with a focus on local market penetration and product refinement.
- Year 2: USD\$500,000 in revenue, driven by the entry into the Massachusetts market and initial customer acquisitions.
- Year 3: USD\$1.2 million in revenue, as we expand our customer base across multiple states in the US.
- Year 4: USD\$3 million in revenue, with significant market presence in the US and initial forays into international markets.
- Year 5: USD\$6 million in revenue, solidifying our position as a global leader in health and ergonomics solutions.

Break-Even Point:

We project to break even by the end of Year 2, as we establish a steady revenue stream from our US operations and achieve cost efficiencies.

Funding Needs:

To achieve these milestones, we are seeking USD\$2 million in funding, which will be allocated as follows:

- Product Development and Enhancement: USD\$500,000
- Market Expansion (US and International): USD\$800,000
- Marketing and Sales: USD\$400,000
- Operational Costs and Talent Acquisition: USD\$300,000

Repayment to Investors:

Investors will be repaid through a combination of equity appreciation and revenue-sharing agreements. As our company grows and becomes profitable, we plan to offer dividends starting from Year 3. Additionally, we anticipate significant valuation increases as we expand our market presence and enhance our technology, providing potential for substantial returns on investment through eventual exit strategies such as acquisitions or an IPO.

(USD)	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Revenue	200,000	500,000	1,2M	3M	6M
Profit	60,000	160,000	420,000	1M	2,5M